

Message Text

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ACTION AF-10

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E. O. 11652: NA
TAGS: BEXP, NI
SUBJ: LAGOS TRADE FAIR-RECRUITING REACTIONS

1. THIS CONTAINS RESULTS OF TRADE FAIR RECRUITING DISCUSSIONS WITH FOUR COMPANIES MAY 12 AND SUGGESTS FOLLOWUP.
2. BLACK AND DECKER: R.J. YOFFEY, BRITISH MANAGER OF WELL-ESTABLISHED NIGERIAN SUBSIDIARY WHICH INCLUDES NIGERIAN OWNERSHIP (FRED EGBE), SAID B/D PROBABLY WILL PARTICIPATE IN FAIR BUT UNDECIDED BETWEEN AMERICAN OR NIGERIAN PAVILION AND LEANING TOWARD LATTER. SAID MOST OF B/D EQUIPMENT SOLD HERE MANUFACTURED IN UK BUT PROBABLY CONSIDERABLE PORTION CAN MEET USDOC'S AMERICAN CONTENT REQUIREMENT. NOTED THAT NIGERIAN BOOTH MUCH CHEAPER THAN USDOC'S, THAT B/D HAS OWN READY-MADE BOOTHS AND THAT B/D NIGERIA CAN HANDLE OWN FAIR LOGISTICS.
3. BELL AND HOWELL BUSINESS EQUIPMENT DIVISION, MICRO-DATA SALES: M.E.L. MORRIS, BRITISH, REGIONAL MANAGER--INTERNATIONAL, RESIDENT ASHFORD, MIDDLESEX, ENGLAND, UNCLASSIFIED

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DESCRIBED B/H AS ESSENTIALLY NEW-TO-MARKET. HAS HAD INFORMAL AND VIRTUALLY INACTIVE RELATIONSHIP WITH DISTRIBUTOR WHICH IS AGENT FOR A COMPETITOR, AGFA, BUT IS ABOUT SIGN AGENCY AGREEMENT WITH ONE OF NIGERIA'S LARGE FOREIGN-CONTROLLED IMPORT/DISTRIBUTION HOLDING COMPANIES AND THEREBY LAUNCH B/H HERE. WE AGREED FAIR IS MUST. MOST B/H EQUIPMENT LARGELY OR COMPLETELY

AMERICAN ORIGIN.

4. CONTROL DATA: JOHN G. IMLAH, BRITISH AND LONDON-BASED REP TO NIGERIA, AND JOHN K. MENOUDAKOS, VP BASED ATHENS, INITIALLY STATED THAT FAIR NOT SUITABLE FOR CD, WHICH SPECIALIZES IN VERY LARGE COMPUTERS TOO COSTLY TO SHIP FOR EXHIBIT. AFTER FURTHER DISCUSSION, MENOUDAKOS MUSED THAT CD MAY IN FA P HAVE SMALLER PRODUCTS AND METHODS OF DEMONSTRATING SERVICE CALLED COMPUTERIZED EDUCATION WHICH MAY MAKE BOOTH WORTHWHILE. CD HAS TEAM AT AB UNIVERSITY ZARIA ON PROJECT BUT NO LOCAL REP AS YET. REPS RESPONSIVE TO EMBOFF SUGGESTION THAT FIRMS INTENDING ENTER NIGERIA SHOULD BE IN FAIR. THINKING ABOUT IT.

5. MOTOROLA COMMUNICATIONS: LAGOS MANAGER ZEEV HALPERIN, ISRAELI, WILL CONTACT CHICAGO TO URGE PARTICIPATION. HE UNCERTAIN OF AMERICAN CONTENT OF MOTOROLA EQUIPMENT SOLD HERE, SINCE MOTOROLA OPERATES THROUGH ISRAEL AND WORKS HERE UNDER DIZENGOFF W.A. LTD.

6. COMMENT: ABOVE ARE MAJOR AMERICAN BRANDS WHICH SHOULD PARTICIPATE AMERICAN PAVILION AND WARRANT PERSONAL HANDLING FROM WASHINGTON. ALL BUT BLACK AND DECKER SAID DECISION WOULD BE MADE IN US. A COMMON CONCERN IS AMERICAN CONTENT OF EQUIPMENT. ANOTHER IS WHETHER USDOC FEE CAN BE PAID IN NAIRA, SINCE LOCALLY-REPRESENTED FIRMS ALWAYS HAVE SURPLUS NAIRA. SEVERAL UNCLASSIFIED

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SUCH QUESTIONS ARISING FROM DISCUSSIONS WILL BE SUBMITTED SEPTEL. POINTS WE MAKE IN DISCUSSIONS ARE: 1) IT MOST ADVISABLE FOR FIRMS IN OR INTENDING ENTER NIGERIA TO BE IN FAIR; 2) NIGERIANS WANT TO SEE BEST AMERICAN TECHNOLOGY; 3) SINCE IT IS INTERNATIONAL FAIR, NIGERIANS WANT INTERNATIONAL FLAVOR WITH AMERICAN FIRMS IN AMERICAN FIRMS IN AMERICAN PAVILION; 4) AMERICAN FIRMS IN NIGERIAN PAVILION SHOULD CONSIDER SECOND BOOTH IN AMERICAN PAVILION; 5) ALTHOUGH USDOC FEE MUCH HIGHER THAN NIGERIAN FOR SAME AMOUNT SPACE, LOGISTIC SERVICES USDOC PROVIDES WELL WORTH THE SUBSIDIZED PRICE.
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